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ABSTRACT

On June 6, 1988, a statewide conference was held in New Jersey to increase cooperation between public, private, voluntary, and business communities working to expand child care services in the state. Substantive sections of this report of the conference provide: (1) statistics on child care in New Jersey; (2) a description of the day care situation that focuses on projected needs and currently operating assets; and (3) three plenary presentations on the labor environment that discuss the changing roles of women in the new labor market, the effect of increased demand for workers on the development of solutions to the crisis in day care, and the child care problems facing employees. The 12 workshops are very briefly summarized Also included in the report are luncheon and keynote addresses by United States Senator Bill Bradley, New Jersey Governor Thomas Kean, and the Secretary of the United States Department of Labor, Ann McLaughlin. These addresses focus on the role of the federal and state government in programs serving children and families and the need for businesses to become more extensively involved in providing child care services for their employees. (RH)

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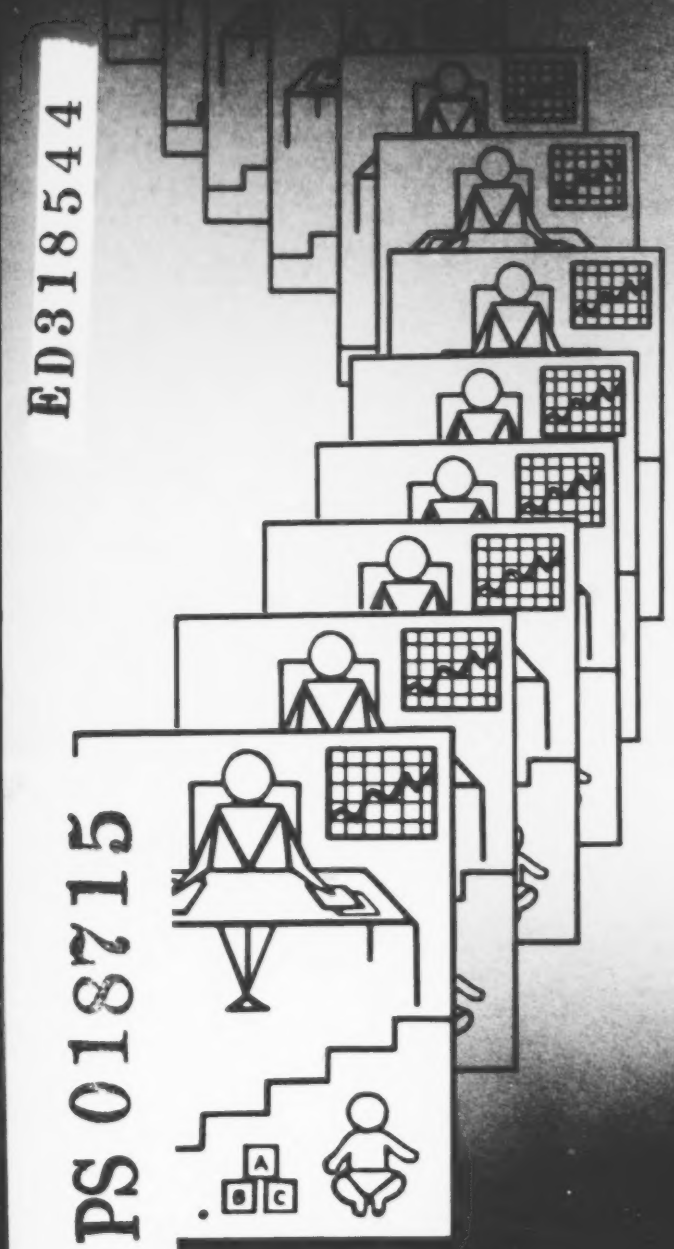

PS 018715

EMPLOYERS AND CHILD CARE: NEW JERSEY'S NEW PARTNERSHIP

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CONFERENCE PROCEEDINGS

Prepared for the New Jersey Task Force on Employer Supported Child Care by Anita Weinberg, D.S.W.

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A CONFERENCE SPONSORED BY
GOVERNOR THOMAS H. KEAN
SENATOR BILL BRADLEY
AND THE NEW JERSEY TASK FORCE ON EMPLOYER SUPPORTED CHILD CARE

EMPLOYERS AND CHILD CARE: NEW JERSEY'S NEW PARTNERSHIP

A SUMMARY OF THE CONFERENCE PROCEEDINGS
JUNE 6, 1988

PREPARED BY
ANITA WEINBERG D.S.W.

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DEDICATION

The New Jersey Task Force on Employer Supported Child Care dedicates this resource to the Department of Community Affairs, Division on Women. In particular, we would like to thank Commissioner Anthony M. Villane, Jr., D.D.S. and Director Mary Singletary for their support of the 1988 conference and their assistance with the October 16, 1989 conference.

ABOUT THE EDITOR

Anita Weinberg, D.S.W. is currently employed by the Summit Child Care Centers, Inc. as the Managing Director of their Corporate Care Consulting Service. Dr. Weinberg received her doctorate in Social Policy and Planning from the Columbia University School of Social Work specializing in issues relevant to children and families, particularly child care. Her experience includes research on child care, as well as national and local level consulting. Dr. Weinberg is a member of the Executive Committee of the N.J. Task Force on Employer Supported Child Care and the Advisory Council of the International Association of Early Childhood Educators.

EMPLOYERS AND CHILD CARE: NEW JERSEY'S NEW PARTNERSHIP
A SUMMARY OF THE CONFERENCE PROCEEDINGS

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STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
CN-001
TRENTON
08625

THOMAS H. KEAN
GOVERNOR

June 6, 1988

Dear Friends:

As Governor of the State of New Jersey, I am pleased to extend greetings and warm wishes to all those attending the conference on Employers and Child Care: New Jersey's New Partnership.

Throughout my tenure as Governor, I have consistently emphasized the need for economic development in our state. The results have been a tremendous economic expansion and one of the lowest unemployment rates in the nation. However, parents who cannot find adequate child care cannot take advantage of these economic opportunities. Therefore, I am proud to serve as Honorary Chairman of an organization that strives through both the public and private sectors to find solutions to the problem of the shortage of child care.

Best wishes for a successful conference.

Sincerely,

Tom Kean

Thomas H. Kean
Governor

BILL BRADLEY
NEW JERSEY

United States Senate

WASHINGTON, DC 20510

COMMITTEES:
FINANCE
ENERGY AND NATURAL RESOURCES
SELECT COMMITTEE ON INTELLIGENCE
SPECIAL COMMITTEE ON AGING

June 6, 1988

Dear Friend:

I am happy to welcome you today to the conference on child care, "Employers and Child Care: New Jersey's New Partnership."

The conference reflects the growing need for accessible, quality child care programs and the recognition of this need by New Jersey employers. The number of dual career families and single parent families in New Jersey's workforce has made child care an employment issue.

New Jersey's growing economy is placing new demands on the State's shrinking labor pool. Finding talented workers to fill available positions will require a coordinated effort by the public and private sector to free untapped sources of labor. Increasing the availability of quality child care alternatives is an important step toward reaching our goals.

I am proud to be a co-sponsor of this conference. Your participation affirms your commitment to join me in finding ways to provide child care programs throughout the State of New Jersey.

Warm regards.

Sincerely,

Bill Bradley
United States Senator

731 HART BUILDING
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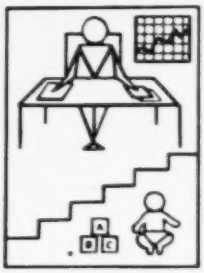
MARLTON, NJ 08053

8

New Jersey Task Force on Employer Supported Child Care



MISSION: To assist in increasing the supply of employer supported, affordable, quality child care in the state of New Jersey, through a working partnership of the public, private, voluntary and business communities. (This is a revised mission statement, adopted by the Steering Committee in January 1987.)

ORGANIZATION: Affiliated with the Division on Women of the Department of Community Affairs, the New Jersey Task Force on Employer Supported Child Care represents a comprehensive network of individuals and public and private organizations committed to working together to fulfill its mission.

PROGRAMS: CEO Breakfast Forums, Technical Assistance to Employers/Employees, Public Relations Outreach, Legislation Monitoring, Information Resources and Annual Conferences.

HISTORY/ ACCOMPLISHMENTS: Created in 1980 by the Division on Women, the Task Force on Employer Supported Child Care was a response to a need for an organization of concerned individuals and representatives of groups with a specific interest in child care. Among its early accomplishments is the work on the legislation sponsored by Sen. Wynona Lipman, which became Public Law 1983,C.492. in addition to improved child care licensing requirements, this law also provided for the creation of the Child Care Advisory Council which advises the Division on Women and the Division of Youth and Family Services.

Supporting a variety of groups in their specific interests and approaches to child care advocacy, the Task Force found itself providing much needed information and technical assistance to employers and employee groups on the topic of employer supported child care. In addition to working with corporate sponsors in presenting informative breakfast meetings for CEOs, members of the Task Force with specific expertise have travelled the state with representatives of DYFS and the Division on Women, offering technical assistance to employers interested in exploring specific child care options. Recently, the Task Force, with the sponsorship of the Division on Women, held a recognition breakfast for employers who already provide child care assistance.

CONTACT: Yasmina S. Vinci, Chairperson (201) 273-7017

PROGRAM

8:30-9:00 Registration

9:00-9:10 WELCOME
Commissioner Leonard Coleman, Jr.
Dept. of Community Affairs

9:10-10:00 PLENARY SESSION
THE LABOR ENVIRONMENT: TODAY AND TOMORROW
Moderator: Yasmina Vinci, N.J. Task Force on Employer Supported Child Care

Panel: Rosemary Scanlon, Port Authority of NY and NJ
John Fernandez, AT&T
Samuel M. Ehrenhalt, US Bureau of Labor Statistics

10:00-10:45 PLENARY SESSION
GOVERNMENT'S ROLE: STATE AND FEDERAL
Moderator: Mary Singletary, Division on Women

Panel: Elizabeth Strong Ussery, US Dept of Health and Human Services
Ciro Scalera, NJ Child Care Advisory Council
Nicholas Scalera, Governor's Liaison on Employer Supported Child Care

10:45-11:45 MORNING WORKSHOPS
EMPLOYER OPTIONS: MAKING THE RIGHT DECISION

A. SUCCESS WITH ON-SITE FACILITIES - WE DID IT!
Moderator: Janna Gaughan, Future Generation, EGHSC

Hospital.....George Billington, Elizabeth General Medical Center
College.....Flora Mancuso Edwards, Ph.D., Middlesex County College
Corporate....Diane Keel Atkins, Hoffman LaRoche Child Care Center

B. POOLING RESOURCES FOR CHILD CARE:
MODELS OF CORPORATE COOPERATION
Moderator: Anne Lachs, Summit Child Care Centers, Inc.

Consortium: Morton Goldfein, Hartz Mountain Industries
Hartz Mountain Industries/Meadowland Ministries

James B. Rose & Joan Poling, Ortho Pharmaceutical
First National Bank of NJ/Courier News/
Somerset Trust Corporation/Somerset YMCA
Ortho Pharmaceutical Corporation

Gary Ost, Overlook Hospital
Deane Hogan, CIBA-GEIGY Corporation
Fran Dorsky, Summit Child Care Centers, Inc.

C. CHILD CARE ASSISTANCE: VOUCHERS, INFORMATION AND REFERRAL, FAMILY DAY CARE
Moderator: Melinda W. Green, Child Care Connection

Edna Ranck, Ed.D., NJ Child Care Advisory Council
Stanley Kuziel, Child Care Voucher Corporation
Margaret Leitch Copeland, Ed.D., Child Care Connection

D. PERSONNEL POLICIES: FLEXIBLE BENEFIT PLANS AND TAX CONSIDERATIONS
Moderator: Suzanne Schmidt, Monday Morning, Inc.

John Sindoni, Jersey Shore Medical Center
George Loewenstein, CPA, George Loewenstein & Co., PA

E. PUBLIC EMPLOYERS: CREATIVE SOLUTIONS
Moderator: Lisa Forrester, Harmony School of Enrichment

Linda Anselmini, NJ Dept. of Transportation
Rosalee Dilulio, NJ Dept. of Human Services
Senator Gerald Stockman (15th District)

F. SMALL BUSINESS: RESOURCES FOR SMALL BUDGETS
Moderator: Cathy Ross, Children's Services of Morris County

Marguerite Chandler, Central Jersey Industrial Park
Marcia Porter Katz, Katz and Associates, Inc.

11:45-1:45 LUNCH

INTRODUCTION: Mary Singletary, Division on Women

Senator Bill Bradley
Governor Thomas H. Kean

KEYNOTE SPEAKER: Ann McLaughlin, US Secretary of Labor

2:00-3:00 AFTERNOON WORKSHOPS
PLANNING AND IMPLEMENTING DECISIONS

G. EVALUATING THE EMPLOYEE NEED: FEASIBILITY STUDIES AND CONSULTANTS
Moderator: Grace DuBreuil, CWA Local 1031

Susan Ginsburg, Bank Street College
Michael Tomaszewicz, Bureau of Research Evaluation and Quality Assurance, DYFS

H. SPACE NEEDS: RENOVATING OR BUILDING
Moderator: Suzanne Jungdahl, Montgomery Country Day School

Warren West, Children's Specialized Hospital
James W. Gasper, PBS Building Systems, Inc.
Isaac Heller, Heller Industrial Part, Inc.

I. INCREASING PRODUCTIVITY THROUGH CHILD CARE
Moderator: Illona Faust, AT&T

John Fernandez, AT&T

J. CHILD ABUSE: MYTH OR REALITY? AND WHAT ABOUT INSURANCE?
Moderator: Pamela Zern, Future Generation

Nicholas Scalera, NJ Department of Human Services
W. Burton Salisbury, Salisbury and Salisbury
Edward Konikowski, Warwick Insurance Company
Willard R. Young, Young and Perry Insurance

K. GETTING YOUR EMPLOYEES TO WORK YEAR ROUND
Moderator: Patricia Ingleston, Elizabeth General Health Services Corporation

Anita Weinberg, D.S.W., Summit Child Care Centers, Inc.
Kelly Fegley, Princeton Medical Center
Selma Goore, NJ Coalition for School Age Child Care
Sydelle Mason, Ed.D., Archway Programs

L. QUALITY ASSURANCE: LICENSING AND EVALUATING QUALITY
Moderator: Jane Bugnand, Ed.D., PACE University

J. Patrick Byrne, Bureau of Licensing
Teresa A. Buccarelli, Bureau of Licensing
Susan Bredekamp, National Academy of Early Childhood Programs

3:00-3:30 ROUND-UP
Meeting the Speakers
Resource Sharing
Networking

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THE NEW JERSEY PERSPECTIVE: STATISTICS ON CHILD CARE

Dr. Anita Weinberg

The "Employers and Child Care: New Jersey's New Partnership" Conference was the brainchild of the Task Force on Employer Supported Child Care. The idea for the conference emerged during a planning session for the Task Force, a volunteer group of child care professionals. The leadership of the Task Force rank among the experts nationally and locally in employer supported child care efforts. Yet employers, representatives of the media, and even child care professionals were looking outside the state for training on employer supported child care. Why not sponsor a conference which would bring recognition of the expertise of the Task Force and at the same time effectively contribute to the growing interest in employer supported inititatives in New Jersey? It was decided that a statewide conference, bringing together representatives of industry, government, and child care, would be an excellent vehicle for meeting both agendas. For those employers who were already committed to offering child care benefits, the conference would help guide them through the process of implementing the programs.

The "brainchild" soon became a major event in the state. Governor Thomas H. Kean and Senator Bill Bradley served as Honorary Chairmen. Originally conceived as a conference for perhaps 200 individuals, the conference, held on June 6, 1988 was an all day event attended by 500 people.

Why all the attention to child care now? What is the particular impetus behind the interest in employer supported child care? There have been women with children in the workforce for many years. Yet employers have not, until recently, been reaching out to provide child care benefits.

The new positive interest in child care among employers has resulted primarily from changes in the labor force. The meteoric rise in the number of women with young children who work has received much publicity. Between 1960 and 1988 the U.S. civilian labor force participation rates for women with children under 18, rose from 27.6% to 65.6%.[1] Currently, 56.7% of women with children five years old or younger are in the civilian labor force. Nationally over 8 million women with children 5 and under are working and need child care for their youngsters. When good quality, stable child care is not available, work productivity suffers through employee absence or lack of ability to concentrate.

Another major force which is changing employers' perspectives on child care is the labor crisis anticipated by 1990. No longer will the employer be in the enviable situation of choosing from among a number of qualified applicants for each available job. The number of new jobs will outstrip the number of new entrants into the labor force who could fill the positions. Competition for employees will be stiff. The characteristics of the new labor force will vary significantly from those of the past. No longer will the prototypical job applicant be a Caucasian male. Two thirds of all new entrants will be women. And most of these women will have children or become pregnant during their worklife. Employers are becoming aware of the need to reach beyond the traditional recruitment techniques in order to attract and retain these new workers. Child care is one of the key components of this new strategy.

New Jersey has not been immune either to the increase in the number of working women with young children or to the impending labor shortage. By 1995 there will be 100,000 more jobs in New Jersey than there are employees to fill them.

What is the need for child care within the state? The percentage of women with children under 5 in the civilian labor force in New Jersey, as of March 1988, was 47.2%.[2] This demonstrates a significant rise in the number of women with young children in the work force. In 1980, the last time that these statistics were calculated for New Jersey, 39% of mothers with children under 6 years of age were in the workforce. Currently 48.6% of women with children under 6 are in the workforce in New Jersey. While these numbers are somewhat below the national averages (55.7% of women with children below 5 and 56.7% of women with children below 6 in the labor force) they indicate both dramatic growth in New Jersey and the crying need for quality child care.[3] See Table 1, p. 10.

As of 1985 there were 496,000 children below the age of 5 in New Jersey.[4] Using the percentage figures above, we can estimate that there are approximately 235,000 preschoolers needing care while their mothers work.

Using the figure of 235,000 preschoolers with working parents it is possible to estimate the number of children in New Jersey using different forms of child care. These estimates are based on national utilization figures and are derived from data collected in 1985: for children under 5, 31% were cared for in their own home; 37% were cared for in family day care; and 23.1% received care in an organized child care facility.[5] Based on these figures, 73,000 preschoolers are cared for at home; 87,000 are cared for in family day care settings and 54,000 preschool children are cared for in center-based child care programs.

While family day care is the most frequently used form of child care, it is extremely difficult to estimate the actual supply of these homes, even with the new voluntary registration for family day care providers. National figures indicate that between 60% and 90% of the supply of family day care homes are underground, even in states with licensing. Estimates of the number of homes in New Jersey range from 20,000 to 40,000.[6] Nationally the average family day care home provider cares for between 3.5 and 5 children. That would bring the number of children served in family day care in New Jersey to be between 70,000 and 200,000, a rather broad range. Approximately 25% of these children, however, would be older children using the homes for before or after school hours. If one believes the cries from distressed parents searching for qualified family day care providers or from the professionals who refer to these facilities, it would seem that the supply is much closer to the lower estimate than the higher one.

There are 1850 licensed child care centers in New Jersey, serving approximately 105,000 children. This includes all types of centers--part time nursery schools, after kindergarten programs and mothers' morning out programs. In other words, the 105,000 slots include all day programs for children of working parents as well as part day nursery school enrichment programs. Thus it is not 105,000 slots which are available to the children of working parents but a far smaller number. Kamerman and Kahn, in their book, *Child Care: Facing the Hard Choices* cite Department of Education statistics indicating that in 1984, 36% of all 3 and 4 year olds (not just children of working parents) were enrolled in some kind of group program.[7] Using those figures 72,000 of the 105,000 center-based slots would be used by 3 and 4 year olds, regardless of parents' work status. That leaves a total of 33,000 spaces for children below the age of 3 who have working parents. While overall 23% of working parents use center-based care for their children under 5, the utilization rates increase as the age of the child increases. Thus center-based care is used by 14.1% of parents of children under 1 year of age, 17.2% of parents of 1 and 2 year olds, and 32.2% of parents of 3 and 4 year olds. Taking these national utilization rates and multiplying them by the estimated number of children below 3 of working parents in New Jersey, it would appear that there is a need for 40,000 slots for children in this age range (5,837 for children 0 to 1 and 34,400 for 1 and 2 year olds).

From the limited data which we have, it would appear that it is particularly in this age population, from birth to age 2 1/2, that the greatest need for child care exists. Of the 1850 licensed programs only about 400 are licensed to provide care to children below the age of 2 1/2. Based on a survey of infant and toddler programs completed by the author in 1984, less than half of these programs actually served infants (children up to the age of 1).[8] Of the programs that did have an infant care component, the average number of full time infants served per program was 7. Even fewer centers provided part time programs for infants. Using these figures, there would be 200 programs providing care for children 1 and younger statewide, serving approximately 1400 infants. Approximately 500 more children up to 1 year of age would be served on a part time basis. This is far less that the estimated 5,837 infant slots needed. Programs for toddlers (1 year olds) while more plentiful, also seemed in short supply. Only 2/3 of the programs which indicated they were licensed for infants and toddlers in the 1984 survey actually served children below age 2; each of these programs averaged 12 full time children in the age bracket of 1 to 2 years of age. Using the current figure of 400 centers licensed for infant toddler care this would indicate that there were 3,216 full time slots for 1 year olds in the state. An additional 800 slots would be available on a part time basis. Similar figures for 2 year olds are not available. The conclusion, however, is clear. There is a tremendous need for additional services, particularly in the programs serving infants and toddlers.

It is not surprising then, that parents are having difficulty finding care, especially quality care, for their preschool children. It is also no surprise that employers are beginning to realize that the productivity of their staff depends in great part on the stability of the available child care. The profitability of corporate America may well be affected by the state of our child care systems.

The challenge we face is a difficult one: how to provide quality child care which is accessible and affordable to all. The solution will require the partnership effort to which this conference was dedicated.

Table 1
LABOR FORCE PARTICIPATION RATE OF WOMEN WITH OWN CHILDREN
(By age of youngest child for the U.S. and New Jersey, March 1988, in thousands)

	Civilian labor force			
	U.S. Total	U.S. % of population	N.J. Total	N.J. % of population
Total, Women, own children under 18	20,517	65.6%	577	61.2%
Youngest child under 1 year	1,487	47.1%	35	41.4%
Youngest child 1 or 2 years	3,109	57.4%	84	47.5%
Youngest child 3 or 4 years	2,432	60.2%	51	50.8%
Youngest child 5 years	1,203	63.6%	31	57.7%
Youngest child 6 to 17 years	12,286	73.3	376	71.2%

Source: US Bureau of Labor Statistics, Special Tabulation

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Notes

[1] U.S. Department of Labor, Bureau of Labor Statistics, Special Tabulation from Current Population Report, March 1988, hereafter cited as Special Tabulation.

[2] Special Tabulation

[3] Special Tabulation

[4] New Jersey, Department of Labor, Division of Planning and Research, New Jersey Economic Indicators 270, 10 April 1987, 7.

[5] U.S., Department of Commerce, Bureau of the Census, Who's Minding the Kids? Child Care Arrangements: Winter 1984-85, Current Population Reports Series P-23, No. 129 (Washington: GPO, 1983) 4.

[6] Testimony by Ciro Scalera before the Public Hearing, Assembly Corrections, Health and Human Services Committee on Child Care Issues, October 1984.

[7] Sheila Kamerman and Alfred Kahn, Child Care: Facing the Hard Choices (Dover, Ma.: Auburn House, 1987).

[8] Anita B. Weinberg, "Center-Based Child Care for Infants and Toddlers in New Jersey," diss., Columbia University, 1988, 113.

NEW JERSEY'S NEW PARTNERSHIP
Opening Remarks

Yasmina Vinci, Chair
New Jersey Task Force on Employer Supported Child Care

In the 1980's, the issue of "Who's Bringing Up Baby" has received avid attention of the broadest range of groups, including The American Management Association, consulting firms, personnel administrators, local and national political figures, family therapists, academicians and planners. The issue has also found ample and repeated expression in the media. The concern stems from significant changes which have taken place in the family and the workplace and which have generated a new set of child care related needs and demands on families, employers and the community.

All projections point to an acceleration of these trends into the 1990's. With only two-thirds of New Jersey's children with working mothers currently being cared for in safe, acceptable situations, the potential exists for an even larger lag between available resources and growing needs and for associated problems related to the quantity, quality, and cost of child care services.

On the other hand, the conditions within New Jersey seem to contain excellent possibilities for constructive and creative solutions in this area. A thriving economy, coupled with a tight labor market, and with a short supply of child care, indicate that employer initiatives are a natural direction for the development of new child care resources. An employer who offers child care assistance as a benefit finds his ability to recruit, retain, and have productive employees significantly enhanced. It is not coincidental that employers with labor intensive work forces --such as hospitals-- and employers who require highly skilled staff --chemical companies, colleges and universities-- have been the leaders in providing for the child care needs of their employees.

Another aspect which makes the climate in New Jersey conducive to substantial creative developments in the field of employer supported child care is the state government, which offers a commitment to support and facilitate the participation of employers in such initiatives through a public/private partnership effort. In November of 1982, Governor Kean convened a conference of business executives for the purpose of promoting new employer supported child care resources and emphasizing the important role of the corporate sector in the provision of child care as a necessity of New Jersey's economy. At that time, Governor Kean named Division of Youth and Family Services (DYFS) Assistant Director Nicholas R. Scalera as the Governor's Liaison on Employer Supported Child Care. Mr. Scalera has since functioned as a resource to New Jersey employers and as a point of coordination for the efforts of other agencies, organizations and individuals in the sphere of employer supported child care.

New Jersey also boasts an effective model of response to expressed interest. This model, which evolved through collaborative work of three groups, utilizes the resources and talents of public, private, and voluntary sectors to provide information and technical assistance, and to encourage employer involvement in child care services. Based on a tripartite team composed of staff from the Division of Youth and Family Services (DYFS), the staff of the Division on Women (DOW) and volunteers from the DOW Task Force on Employer Supported Child Care (which includes advocates and providers from the child care community, corporate representatives, parents, and interested organizations), the model makes available the combined expertise on all aspects of employer supported child care to employers, consultants, legislators and to the media.

Some of the approaches employed by the team have been :

1. Production of a promotional, informative brochure, CHILD CARE : A CHALLENGE TO NEW JERSEY EMPLOYERS.

2. Development of an informational packet to mail out in response to inquiries related to employer supported child care.

3. On-site meetings with employers allowing in-depth exploration of the employer's questions and concerns, and providing technical assistance on various options and their implementation. The team has traveled the state, encouraging employers to assume an active role in child care services. Since the most pressing issue for employers who are considering sponsorship of an on- or near-site center is the quality of space related to Life/Safety regulations, the Chief of the Bureau of Licensing is a very important member of the visiting team. Invariably, he is able to shorten the research process for the employer by arranging for a courtesy inspection by one of the Bureau's Life/Safety Inspectors of any proposed or considered spaces. The employer is provided with a written report of such an inspection, itemizing modifications and corrections to the space which are necessary to bring the proposed center in regulatory compliance with Life/Safety requirements of the licensing requirements.

4. Co-hosting breakfast forums intended to provide Chief Executive Officers of organizations with up-to-date research on the benefits of employer supported child care, and with an overview of the variety of options available to employers.

5. Networking employers who are in the early exploratory or planning stages with employers/centers/individuals who have first hand knowledge or experience with a particular option, model or issue and who can assist them with needed information.

6. Presentations by team members at local, statewide and national workshops, forums and other events .

7. Interviews with print and electronic media.

PLENARY SESSION
THE LABOR ENVIRONMENT

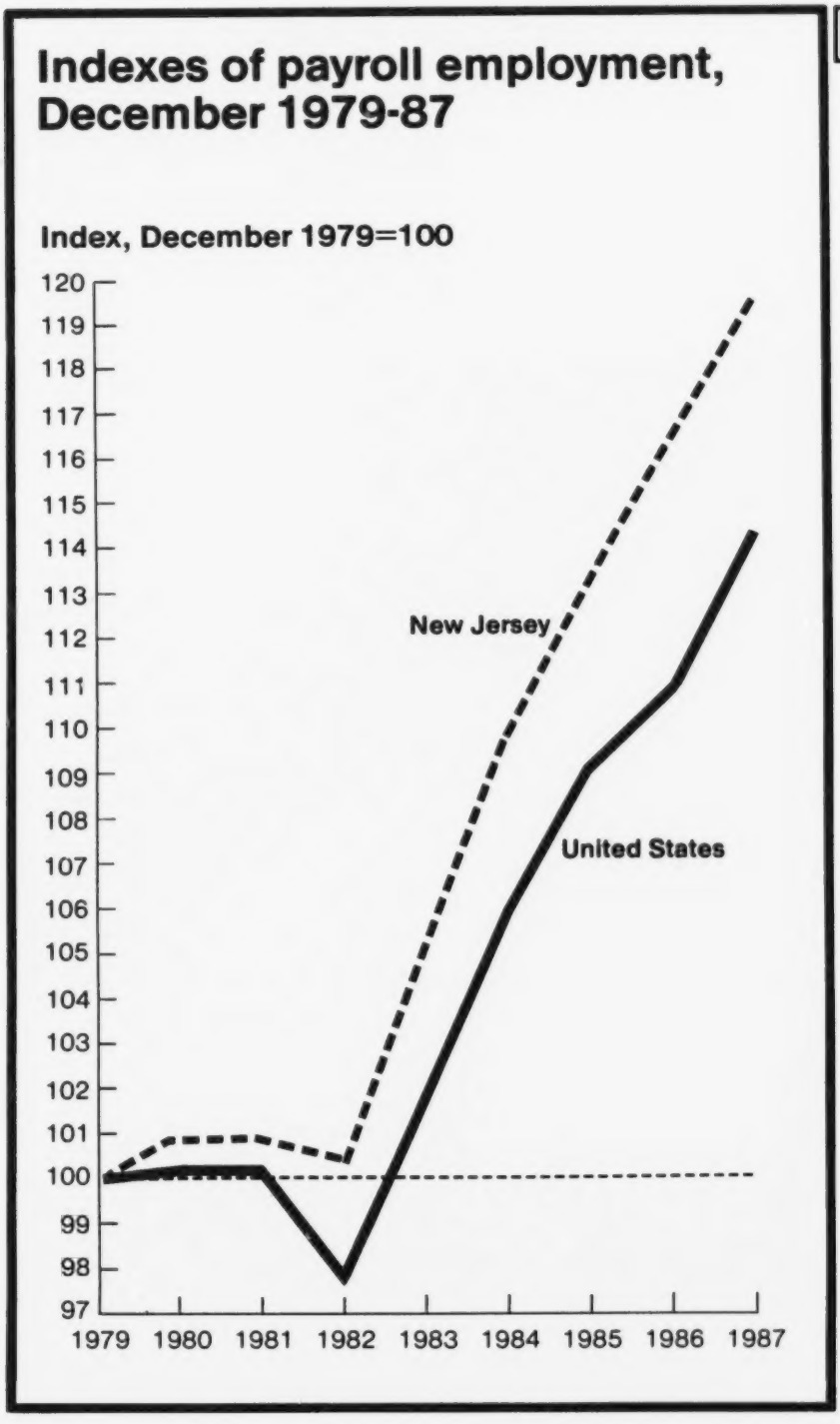
Samuel Ehrenhalt
US Bureau of Labor Statistics

Does everyone have a copy of this report? There are enough copies for everybody.

The changing roles of women in the New Labor Market is our title for the next few minutes. The 1980's put New Jersey on the economic map in a new way. The new New Jersey has moved in new directions and women played a key role in this development. It is a period of profound change that we begin to enter. We can put the changes into focus by looking at New Jersey in the national context. Turn with me now to the following tables.

1

Indexes of payroll employment, December 1979-87



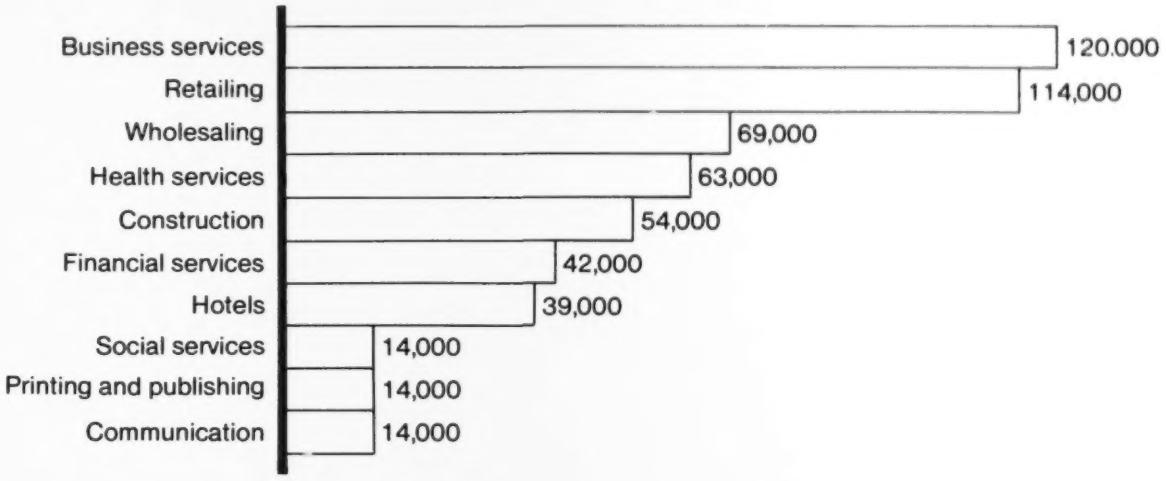
Unemployment rates, United States and fifty states, 1987 and 1976

State	1987		State	1976	
	Rate	Rank		Rate	Rank
Louisiana	12.0	1	▶ New Jersey	10.4	1
Alaska	10.8	2	New York	10.3	2
West Virginia	10.8	2	Arizona	9.8	3
Mississippi	10.2	4	Hawaii	9.8	3
New Mexico	8.9	5	Connecticut	9.5	5
Kentucky	8.8	6	Massachusetts	9.5	5
Wyoming	8.6	7	Oregon	9.5	5
Texas	8.4	8	Michigan	9.4	8
Michigan	8.2	9	California	9.2	9
Arkansas	8.1	10	New Mexico	9.1	10
Idaho	8.0	11	Florida	9.0	11
Alabama	7.8	12	Nevada	9.0	11
Colorado	7.7	13	Delaware	8.9	13
Washington	7.6	14	Maine	8.9	13
Illinois	7.4	15	Washington	8.7	15
Montana	7.4	15	Vermont	8.7	15
Oklahoma	7.4	15	Georgia	8.1	17
Ohio	7.0	18	Rhode Island	8.1	17
Tennessee	6.6	19	Alaska	8.0	19
Utah	6.4	20	Pennsylvania	7.9	20
Indiana	6.4	20	North Dakota	7.8	21
Missouri	6.3	22	United States	7.7	--
Nevada	6.3	22	West Virginia	7.5	22
United States	6.2	--	Arkansas	7.1	23
Arizona	6.2	24	South Carolina	6.9	24
Oregon	6.2	24	Alabama	6.8	25
Wisconsin	6.1	26	Louisiana	6.8	25
California	5.8	27	Maryland	6.8	25
Pennsylvania	5.7	28	Mississippi	6.6	28
South Carolina	5.6	29	Illinois	6.5	29
Iowa	5.5	30	New Hampshire	6.4	30
Georgia	5.5	30	Missouri	6.2	31
Minnestota	5.4	32	Indiana	6.1	32
Florida	5.3	33	Montana	6.1	32
North Dakota	5.2	34	Tennessee	6.0	34
Kansas	4.9	35	Colorado	5.9	35
New York	4.9	35	Minnesota	5.9	35
Nebraska	4.9	35	Virginia	5.9	35
North Carolina	4.5	38	Texas	5.7	38
Maine	4.4	39	Idaho	5.7	38
Maryland	4.2	40	Utah	5.7	38
South Dakota	4.2	40	Ohio	5.6	41
Virginia	4.2	40	Oklahoma	5.6	41
▶ New Jersey	4.0	43	Kentucky	5.6	41
Hawaii	3.8	44	Wisconsin	5.6	41
Rhode Island	3.8	44	Kansas	4.2	45
Vermont	3.6	46	Wyoming	4.1	46
Connecticut	3.3	47	Iowa	4.0	47
Massachusetts	3.2	48	North Carolina	3.6	48
Delaware	3.2	48	South Dakota	3.4	49
New Hampshire	2.5	50	Nebraska	3.3	50

22

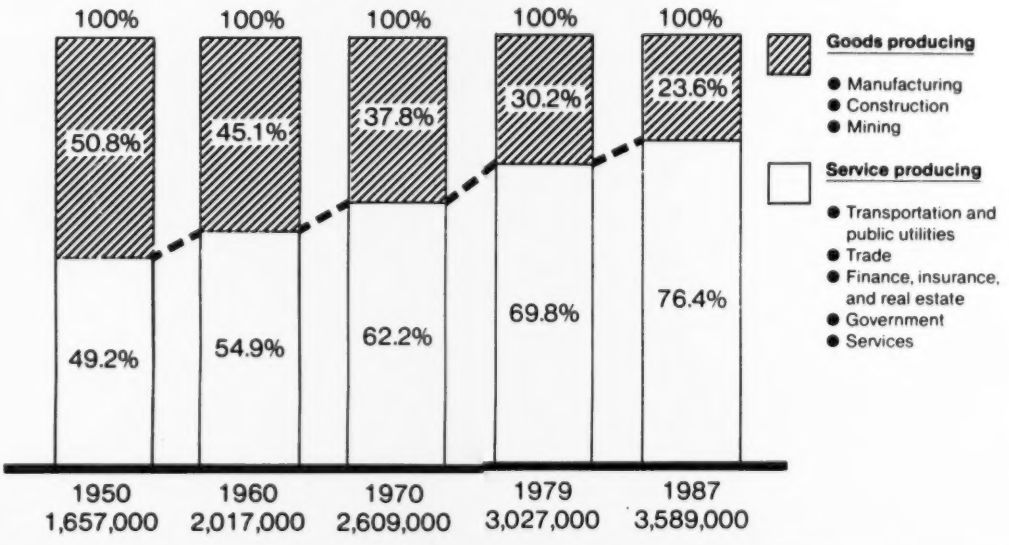
3

Job increases in ten leading private industry growth sectors, New Jersey, 1979-87



4

Percent of jobs in goods and service producing industries, New Jersey, 1950-87



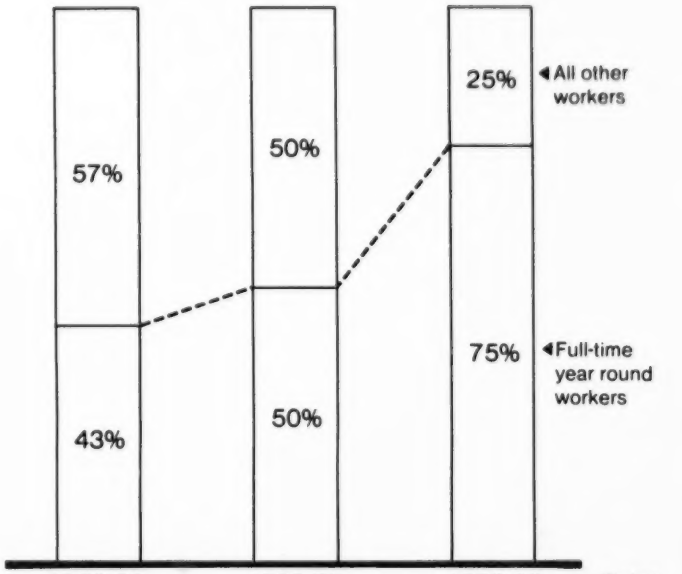
5

Distribution of employment increases of New Jersey residents by sex, 1979-87

Total=483,000

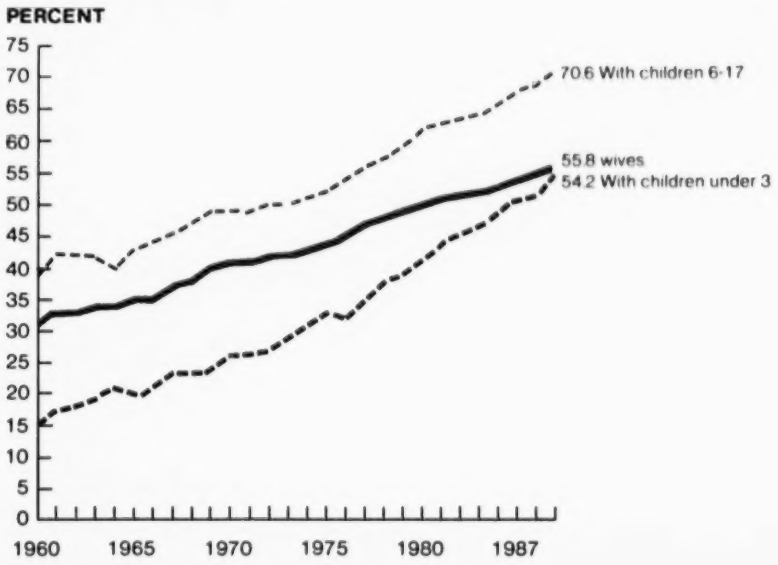
6

Distribution of increases in the number of women working, United States, 1950-86



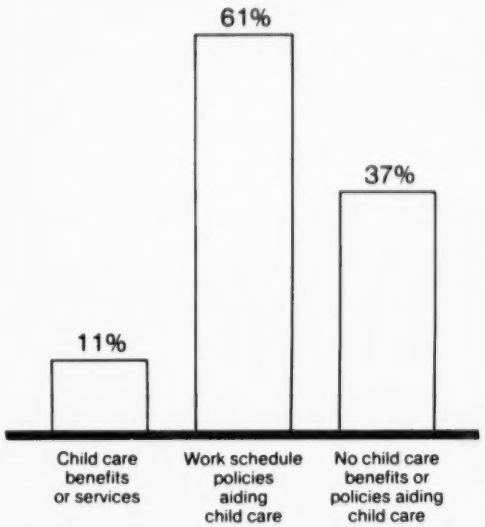
7

Labor force participation rates of married women, husband present, United States, March 1960-87



8

Proportion of business establishments providing child care benefits, United States, Summer 1987



Note: Data are for business establishments with 10 or more employees. Child care benefits and services include employer sponsored day care, employer assistance with child care expenditures, child care information and referral services, counseling services and other child care benefits. Work schedule policies aiding child care include flexitime, voluntary part time, job sharing, work at home, flexible leave and other leave or work schedules.

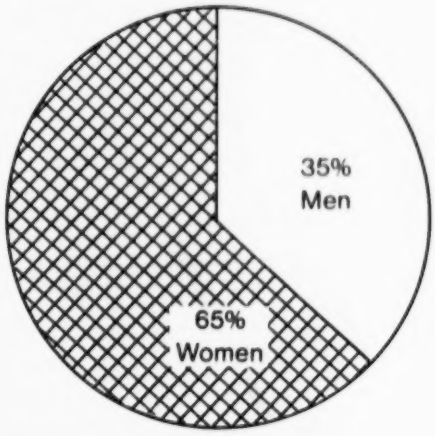
9

Percent distribution of establishments with 10 or more workers providing employer-sponsored day care benefit, Summer 1987

Note: Employer-sponsored day care. Child-care services provided in an area or facility specifically designated by the employer for the care of children of employees while the parents are at work. The area may be located either in the establishment or nearby. The staff of the facility may consist of employees of the establishment, a contractor, or employee cooperative set up to manage the day-care center. Also included are day-care consortia set up by several establishments. In some cases, the employer bears the cost, while in other the costs are shared or totally paid by employees.

10

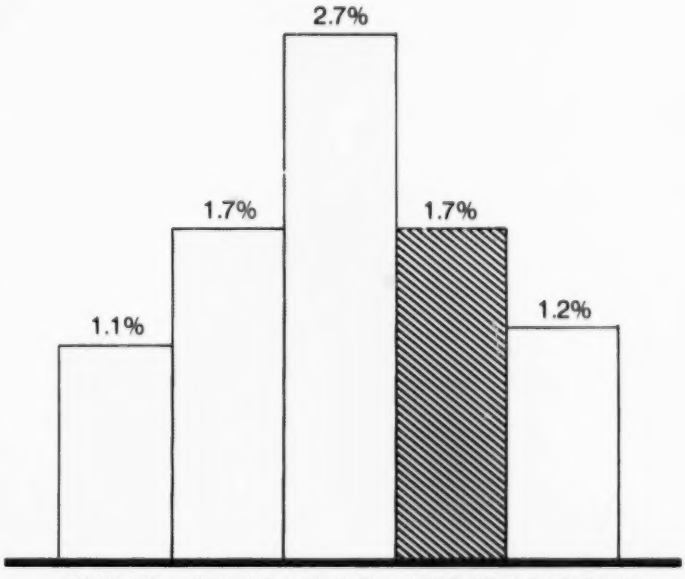
Distribution of labor force increase by sex, United States, 1986-2000, projected



Note: Based on the moderate or middle alternative of three projected paths of labor force growth.

11

Annual percent increase in the civilian labor force, United States, 1949-86 and 1986-2000, projected



*Based on the moderate or middle alternative of three projected paths of labor force growth

PLENARY SESSION
THE LABOR ENVIRONMENT

Rosemary Scanlon
Port Authority of New York and New Jersey

Good morning, I am pleased to be here. I'm also pleased to have found it. It is so hard to find everything. I guess it goes back to the story that you can take a girl out of Brooklyn but cross your fingers and hope she finds her way.

It's a beautiful place, even though I was hurrying and annoyed with myself, I got a very good tour of the factory district in South Plainfield. I saw alot of Help Wanted signs which support the point that Sam has made, and that I am going to make also. I am pleased to be following the Commissioner and would like to emphasize a few of the points that he laid out very well for us.

First of all, let me tell you why are we are doing this at the Port Authority and why we focus on trains, boats, and planes. I spend alot of my time looking at the metropolitan area economy. It's also part of my assignment to look forward and forecast what may be coming in the next 5-7 years. We did our major work on the 10 year period through 1995, beginning about three years ago, and published it in 1986. What became clear to us was that the shape of the demographics, the point which Sam was just making, was such that we would probably be entering a period of time when job growth was going to exceed labor force growth.

When we were first looking at this in 1985, it was so startling and so different for our future generation than for those who had grown up in the baby boom. After all the concern we have had in the Northeast or in New Jersey about high unemployment rates, we will be moving into a situation that willbe different both in its implications for people who have been in that labor force as well as for many of the social problems that were left unresolved or just hinted at in the 1970's. For example, our statistics and forecast for the Metropolitan area suggested that labor force growth would grow by about 460,000 (using 1985 as a base and going ahead to 1990) but that jobs would,increase probably by 100,000 to 150,000 more than that. As we move from the 1985 to late 1987 base, we see that was clearly the case. This is what accounts for the very low unemployment rate that the Commissioner was just pointing out to us. Once more, when we look at the combination of changes in the demographics we will continue to see very sharp declines in the youth cohort, i.e., young people between the ages of 15 and 24. Shortages in this age group have been appearing in the suburban parts of the metropolitan areas since the summer of 1986. These shortages are now achieving very acute proportions. There are very good aspects to it if you are an urban youngster coming into the labor market in the summer of 1988. There is probably a job for you; ten years ago, that was not the case. So there are some very good aspects to this; also, they are of very great significance particularly for the urban education issues and this applies to New Jersey as well as New York. Minorities account for all the net increase in the entire metropolitan area in the labor force through to 1995. This is largely because there is such a significant drop in the number of older white, primarily male workers in the 55 to 65 year old group through to the mid-90's. They too, if you remember, are a very small cohort in the labor force. That was the group that was born during the depression when the birth rates were also very low. So with earlier retirement ages, this group declined from the labor force very quickly. Also, our forecast indicates that women will account for two-thirds of the increase in the labor force just as the Commissioner pointed out for the national statistics. Women will account for 2/3 of all the growth in the metropolitan wide labor force between now and 1995. So now we see an intensification of all of the issues that were showing up in 1980-1988 statistics.

What these demographic issues have meant has been very low unemployment rates, and as we have seen, rapid job increases. What this of course means is a rapid slowing down of the labor force. From everything we can see, the unemployment rate will continue to fall very quickly, for example, Rockland County, I believe, came in at a 2.7% unemployment rate in March or April of 1988. In New England, where they are about a year ahead of us in the combination of demand and supply, and with some of these same demographic issues already in place, the unemployment rate has already been marked down about 2.5% over a year ago. The Help Wanted sign is everywhere.

I should point out that the regional labor force situation in New Jersey, Connecticut, and New York is also exacerbated by the housing situation. We have a strong economy here, and ergo a low unemployment rate, with lots of jobs available. Other parts of the country such as Texas have high unemployment rates. The logical conclusion would be that people would move into the Northeast or into New Jersey for jobs. Our housing situation is so acute here we now have the highest median rates in the country. I think with the possible exception of Honolulu which was just added to the statistics in the Spring. With a situation like that and with very little construction anywhere in the metropolitan area - this goes for city as well as suburbs, - our housing situation is clearly not going to turn around. This means that we are much more dependent on the situation with our own resident labor force, and with the need to educate our urban citizens, much more than might be the case.

Now, what does this mean for today's conference? There may have been socially driven concerns about child care and day care in this country and the first lonely voices being heard. As a society, we simply have not been able to approach the child care issue with an unemployment rate of 7% or 9% or even 6%. Having the crushing reality of an unemployment rate down to 3.5% in New Jersey (heading toward 3%) and a situation where everybody is suddenly in demand in the labor market, I think that this will finally change the situation. There will be a demand driven set of solutions. I think that would be the most important message that I could bring to you today. The confluence of supply and demand in the labor market will be such that as a society we will now have to move towards serious solutions. Now, there are a couple of issues here that I am sure will be a part of today's discussion. The first and most obvious is who will pay? I think it is very clear that over time the solutions are probably going to come from a combination of three different sectors.

First of all and probably most powerfully, solutions come from the private sector, because the private section will have to turn around and say, "Where am I going to get my labor force be it clerical or be it advanced technical or professional?" It is so clear that at least two-thirds of that labor force will be women, and anywhere between 50% and 75% will probably be women with children under school age. The solutions will have to be forthcoming. I imagine that with all the brains and ingenuity in this country, we will see a wide range of solutions. We will see changes in benefits packages, I assume, which would seem to be the most logical route to go. There will probably be lots of debate whether to do child care at the job site or child care at home. I think this will probably be part of the second part of the debate.

In a lovely corporate park like this, I could imagine a woman driving her child in the car to a situation like this. But I may tell you in the New York subways, which I ride to work, you are always seeing young women or young men carrying a child, sometimes a very young child, to a day care center on the way to work.

The other two groups that will be called upon to pay for services will be the public sector and of course, individual families paying out of their pocketbook. Perhaps over time it will be a combination of both. But, I think we will see lots of debate as well as alot of thoughts and ingenious solutions to all of this. But, the debate will take on a much different element, not just a clamor or "give me some help." As businesses step into the situation, it will be, "This is something that I must do because this is the way I am going to solve my labor situation." There are related issues on care: many of the earlier crowd of baby boomers and parents are moving into the dependent care stage. This means that it is not just a child care crisis; over time it will be a dependent care crisis.

Frankly, I think that this is not an issue I should get into now. I think that there are very large economic issues to be discussed in the whole dependent care crisis, not just how we should bring up our children. The debate will probably begin to be brought out in various voices in the next few years, but let me come to what I think is the second major challenge. That is the question of who will be in charge and who will be the employee pool for this dependent care, whether it's for our children or for the elderly. As we move into this labor short society there will be fewer and fewer people available to take care of either the children or the elderly. I think that points out to us the second major debate that I think must emerge on the national level. And that is the debate on the immigration laws. Now, there are very interesting elements of this. We in North America are moving into this baby bust phenomenon in our labor short society. The third world is experiencing an enormus baby boom, so that there is pressure on the U.S. (Japan will be feeling this very soon, Europe a little bit later). Here we are in the industrialized world, visibly transferring jobs in order to gain productivity because we are labor short. At this time the third world has this huge increase in its young people, and they are looking for jobs. So it would seem to me as a society what we must do is reopen the immigration debate and open it in a way that is much more couched in where will we get our labor force, and how will we get people in, and how we will train them for the jobs. This puts the debate in much different light, one which is much more positive and much more targeted than we have seen in the debate of the last five years. I leave you with this message. I think that you are holding this conference at the threshold of social, demographic and economic events that really make it possible for some of the solutions and issues and ideas that surfaced today to make a difference. So I really wish you well and I am glad to be part of it.

PLENARY SESSION
THE LABOR ENVIRONMENT

Dr. John Fernandez
AT&T

Good morning! I am going to conduct a seminar this afternoon so I am going to try to finish this introduction in 5-10 minutes by giving you some highlights on what employees said were effecting them on the job, and some of their concerns. I will also throw out a few zingers that will keep your mind stimulated on why this country is the only industrialized country that does not have a family policy.

Let's start off by talking about the corporations. Corporations are increasingly recognizing the fact that child care and work family issues impact on productivity. The old thoughts that if you cannot manage a family well you cannot be a manager in a corporation, and that any family problems you have should be left at home, are going by the wayside, slowly, but they are going by the wayside. In a study of over 30,000 employees, and this is management and non-management from all levels from the Chairman of the Board down to the lowest clerical person, we found that 50% of the women and 25% of the men have missed work over the past year because of work and family issues. In addition to that, approximately 80% of them deal on a frequent basis with child care and work family problems on the telephone. Everyone is aware of the "3:00 Syndrome."

Now, when we asked the employees fifteen questions about what type of child care problems they had, like dealing with a sick child, going to school conferences, dentist and doctor appointment, or sudden loss of child care, 24% of the women and 45% of the men said they have no problems whatsoever. I should tell you that when I did the study in 1984, approximately 65-70% of the men said they had no problems. What I have seen in 4 years is that more and more men are, reluctantly or willingly, taking on more of the responsibilities of dealing with work family issues. We controlled for the age of the child. Obviously, people who have younger children have many more problems. For example, 60% of the women and 31% of the men indicated that they had 6 of the 15 problems to deal with, who had children under the age of five. When you looked at the responses from parents with children between the ages between 6 and 13 years, it was 24% of the men and 44% of the women who said that they had at least 6 of the 15 problems. Now, obviously if you have problems with regard to your child being sick, finding proper care, quality care, dealing with financial issues, etc. that is going to impact on your stress, not only on the job, but also on the home life. What we found was that 54% of the women, 46% of the single men, and 38% of the married men wth children under age 18 said that they had some stress on the job because of their work and family conflicts. I think that it's important to know that women - regardless of marital status, whether they were single, whether they were married, or whether they were in unmarried couple relationships - who had children under 18, all responded approximately the same to all of these problems. Another way of looking at this was to say that women in general who were married are like single parents dealing with the work and family issues, I think that this is really important to understand. I know lots of people like to say that this really is not a women's issue, but in many of the families it's still a woman's issue. The husband expects his wife to work 9,10,or 15 hours a day on the job and then come home and take care of the other problems with the family. This also says one of the solutions to the problem is that women have to begin to educate their husbands and get them to act correctly. Now, regarding stress at home, those figures that I gave you a moment ago, were for stress on the job. Now regarding stress at home, you have 59% of the women regardless of marital status, 48% of the single women who have had children, and 45% of the men indicating that they have some stress at home because of work and family conflicts. In 1984, only 25% of the married men said that they had some stress at home because of that. So as you can see, things are changing. Does this impact on productivity? Obviously. How many of you can go to work when you have some stress whether it's work, family, or some health problem and do an effective job? Many corporations have asked, "How can you measure the stress issue?" I say to them that you can keep on asking, "Will child care and dealing with work and family issues have an impact on the bottom line?" Consider the fact that the biggest cost in most corporation is what? People cost. Consider that women are becoming an increasingly larger part of the work force.

Men are beginning to assume those new responsibilities. The stress level of dealing with dual careers and the increase in single heads of household have greatly impacted on productivity. What needs to be done I believe, is for the corporation to recognize that they cannot sit back and do nothing. There are some companies that are moving ahead doing some constructive things. What we are finding now is that, slowly but surely, people are beginning to ask companies what they are doing in the work and family area. In addition to that, an example of what has happened is that if you are a progressive company, you can use other companies that aren't very progressive to train your employees and bring them over once they are trained by that other company. Dominion Bank when they established their on-site center two years ago, had an article in the Wall Street Journal, about how they were very progressive and how they had an on-site center. Well, the chairman of Dominion Bank told me at this conference that he got 20 top notch people because they saw that article. About 200 sent in applications, and the bank selected 20 people to come and work for them, 20 top quality people. So as we go down the line, those companies who are not doing anything are going to lose, not only in terms of productivity of their present employees, but they are going to lose their top quality people to other companies who are more progressive.

What are some of the things our employees are saying that our corporations should do to assist them in the child care area? Approximately 20% of them indicated that they want flexible work time. Now, flexible work time does not mean when the boss comes in at 7 and leaves at 7 that you can be flexible any time outside of that 12 hour period. It really means flexible time. If your hours are between 6 a.m. and 3 p.m. and your boss decides to have a meeting at 4 p.m., he or she has to understand that you can't make that meeting because you are on flexible time. You have your family responsibilities. The other thing that employees want to do is to have flexible work places. If we really trusted our employees, there would be many less days missed at work. If employers would trust their employees and understand that if someone says that their child is sick, and that they are going to work at home, that those employees are really going to give them a day's work at home, as well as with their work and family issues. What do lots of employees do? They call in and say that they are sick instead of the kid. We have an extreme shortage of quality day care centers in this country, and we must begin to pay our day care workers a reasonable salary for their skills and the importance of what they are doing. I always find it interesting that this society has a distorted view of where we put our money to really develop leading people in this country. We will spend $25-30 thousand to send our children to Harvard. Right? But we will not spend four or five thousand dollars to make certain they have good quality, affordable child care by professional people. One of the solutions that previous speakers have indicated is that we, the family, have to do a job of re-evaluating where we are going to put our value system and our money. Can you imagine if we would say that we were going to spend 10 thousand dollars for children for the first five years of their life to make certain they get the proper care, proper education and all that? Can you imagine what geniuses we will turn out. But no, we wait until they are 18 or 19 and say that we are going to put all this money into them. By then we already have problems that we have difficulty changing because we are not as progressive as we should be if we did it on the other end. There is another thing that needs to be done. Obviously, there are some employees who need financial assistance. There are some people who can afford quality child care and there are some who cannot. That is why I really believe that the federal government, the state and local governments have to begin to re-evaluate how they are spending their money, our tax dollars. We have to begin to do things, like make certain that we are not going to spend $451 million for the stealth bomber and put it into, not how we kill people, but how we make this a productive, effective society so we can be competitive in this new emerging global economy.

Another thing I would like to end by saying is that people ask me, "Why aren't we really going ahead in this society? Why aren't corporations making progress?" There are three things that come up all the time: the cost, equity issues - why should you do it for one employee when others don't benefit from it, and also the liability issue. I would say, that those are all issues I will deal with in my seminar, but I do not think those are the real issues.

The real reasons this society has not made the progress that it should make, and the demographics are pushing us in that direction more rapidly than we would like to go, is that this is still a very sexist society. In my study just taken in 1988, 25% of men and 25% of the women believe that working women means the breakdown of the family. In addition to that, only 8% of the men and 24% of the women did not agree with any of the sexist stereotypes about women. If you have stereotypes about women as professional workers, etc. you are going to find all kinds of excuses why you should not get involved in the child care and work family area. I will say that if this society is going to be a more competitive society, we are going to have to be more deeply involved.

Thank you very much.

WORKSHOP SUMMARIES

Workshop A Success with On-site Facilities: We Did It!

This workshop addressed the option of developing child care services at the corporate location. What are the criteria that should be used in evaluating whether an on-site center is the best option for the corporation? What potential difficulties does the corporation face on the road to implementation? What benefits accrue to the corporation which offers on-site care? The development of a successful on-site center served as a model.

Workshop B Pooling Resources for Child Care: Models of Corporate Cooperation

An on-site child care center is only one of a number of ways for the employer to address the child care issue. For employers with quality child care facilities close by, successful approaches may include contracting for slots for employees or providing grants to the existing centers to support new program initiatives. Other employers may pool resources to form new centers servicing employees from a number of companies. This workshop presented a number of positive collaborative efforts.

Workshop C Child Care Assistance: Vouchers, Information and Referral, Family Day Care

Corporations can play a vital role in helping employees identify and afford quality child care through the provision of information and referral services, voucher programs, and family day care. This workshop discussed implementing or contracting for information and referral services, the use of vouchers in paying for child care, and family day care support networks.

Workshop D Personnel Policies, Flexible Benefit Plans, and Taxes

This session focused on how the employer designs benefits to help employees juggle the demands of work and family responsibility. Options such as flex time, cafeteria benefit plans, flexible spending accounts, salary reduction programs, and aid for dependent care were discussed.

Workshop E Public Employers: Creative Solutions

Public employers are also looking for creative approaches to the child care demand. In New Jersey several new centers have been developed by State agencies for State employees. Several models were shared.

Workshop F Small Business: Resources for Small Budgets

Small businesses have a big problem. With a smaller employee base and budget, new solutions are required. This workshop discussed some of the possible approaches.

Workshop G Evaluating the Employer Need: Feasibility Studies and Consultants

A valuable executive is pregnant. Employees are asking for child care services. How do you assess the need for child care assistance? What options are viable for the employer? To whom can you turn for advice? This workshop focused on these and related questions.

Workshop H Space Needs: Renovating or Building

This workshop discussed the kinds of space required to provide quality programs for young children. Can existing space be utilized? What renovations, improvements, or special features are required? If new construction is required should it be traditional or modular?

Workshop I Increasing Productivity Through Child Care

This workshop sketched the connection between employees, family life and their effectiveness on the job. Ways in which the corporation can increase productivity, decrease absenteeism and alleviate employee stress were discussed.

Workshop J Child Abuse: Myth or Reality? What About Insurance?

Child abuse has been the media topic of the 1980s. How real are these reports? The media frequently reports on the "insurance crisis" in child care. Is insurance available? Can satisfactory coverage be obtained at affordable rates?

Workshop K Getting Your Employees to Work Year Round: Care for Mildly Ill Children, Afterschool Programs and Summer Programs

Chicken pox has struck; sniffles and a low grade fever exclude children from their child care center. It's 3 p.m. -- school is out for the day. And the company's telephone lines are tied up as parents of school aged children try to answer the daily question: Are the children safe and well occupied? Summer brings additional stress. Who will care for the children? Successful models of care for mildly ill and recuperating children, school age children, and summer programs were examined in this workshop.

Workshop L Quality Assurance: Licensing and Evaluating Quality

State licensing provides a baseline for operating child care centers. What does licensing assure? What are the criteria for evaluating quality programs? This workshop helped the employer to understand licensing regulations and to understand quality issues in child care.

SENATOR BILL BRADLEY
LUNCHEON ADDRESS

Thank you very much, Mary, for the very kind introduction and for your efforts in making this day the success that I think it has been.

I have attended several seminars during the course of the morning and learned a great deal. I want to say how pleased and happy I am to being doing this conference with Tom Kean, with the Department of Community Services and the Task Force. Someone asked me the question, and Tom will say this when he gets up, so we can both say this: "Isn't it nice to have two politicians doing the same thing together?" I want to pay particular note to Ms. Peggy Pego of Public Service. Through her efforts the lights are back on. When asked how she could do that she said, "I told them the governor would be here in a few hours."

I am again very pleased to also welcome Ann McLaughlin back to N.J., and we are looking forward to hearing from the Secretary of Labor. I think her presence here clearly indicates that child care is an issue of national importance. You know, the child care experts tell us that one of the essential ingredients of a happy childhood is freedom, the freedom to explore the physical world, the freedom to take chances, to make mistakes and to learn without being permanently damaged by those mistakes.

The popular literature of my childhood from Huckleberry Finn to Ruby's, *Stand By Me*, celebrates a kid's journey into the unknown. It has always been the role of adults to guarantee that freedom whether it was adults of the lower east side who were on the street looking out for all the kids or whether it was institutions like the church choir or teen centers that served kids and did not regiment them. And, if you look at different places in America, it was provided in different ways. In traditional cultures in this country for example, the ability to get to know the physical landscape was a very important ingredient in growing up. The great sociologist, Robert Coles, for example, writing about children growing up in the hills of Kentucky, Tennessee, and West Virginia once said the following thing about a father describing his child's growing up process. The father said that his son, Danny got to master the hollow. He knew the spiders and butterflies, and nuts and all sorts of bugs and beetles, lizards and worms, and moles and mice. In other words, he knew his physical landscape. Many of today's children lack that freedom to explore, partly because the physical landscape has changed. People have left the hollows; moles grow up in empty fields. Sub-divisions fill up the woods. Corner stores change into superstores. Expressways replace sidewalks. Partly, the lack of freedom is because the social landscape has changed. Both parents work, neighborhoods empty out during the day, and kids find themselves in settings with paid adult supervision, or in some cases, behind locked doors, or with no supervision at all. And too often kids lack this freedom because of a growing sense of danger outside the front door. Take for example, 12 year old Lafayette Walton whose mother I recently visited. Lafayette lives in a public housing project in one of our big cities. There the danger is real, it is right outside the front door, and it threatens everything that is good in his life, his lovely mother, his close kin, his own courage and honor.

He may be a child, but he is cheated of his childhood. He can't play outside his own front door. Why? Drug pushers. He can't walk to school safely. Why? Gangs and thugs. He can't trust adults he doesn't know. Why? Pimps and prostitutes. His mother was told by a gang member that unless she stopped protesting the recruitment of her eldest son, the gang would kill her youngest son. Frankly, this kind of life for a child in America is unacceptable, and it should outrage all of us. Now, middle class kids don't experience that same random and casual violence, but they don't escape the pervasive sense of danger. Think about it! Milk carton ads for lost children, fingerprinting days in malls, public service television messages on drugs, A.I.D.S., kidnapping, security forces in schools, safe-houses in neighborhoods, and bans on trick-or-treating. What all of this says to kids is that there is danger outside the front door.

Now, if we are going to provide the security that allows the freedom to restore a sense of shared responsibility and give children an opportunity to grow, it's going to take a lot of things. It's going to take prenatal care for the poor. It's going to take family leave, better housing, safer neighborhoods, and yes, it is going to take what this conference is about - increased modes and ways of providing child care. If you think about child care, I think of three partnerships. The first partnership is between the parents themselves and their children. How many people in this room have experienced a situation where you are preparing to go to work, and the phone rings, and the babysitter says, "I can't get there on time. I am stuck in traffic." How many of you have experienced trying to find after school help and finding you can't get anyone because the prom is coming up and all five people you are trying to get were not available. Or more personally, take me this morning. This morning our daughter woke up with 102 degree temperature. Now, I had to get on a plane in Washington at 9:00 a.m. to be here. My wife, on virtually any other Monday morning would be at Montclair State College teaching if school hadn't ended ten days ago. The irony is that I would have cancelled my participation at this conference because there was inadequate child care. The point is that this is not something that is far removed from our personal experiences. I have, for the last 11 years, tried to arrange adequate child care.

So, the first partnership is between parents and their children. The second one is between employee and employer. Everyone, I think the reason that all of you have come today, and the reason that the employer sponsors of this conference have been so generous and forthcoming, is that everyone clearly understands that this is a workplace issue, and the numbers are there. You heard Sam this morning talk about some of the numbers. The fact of the matter is that children under the age of 6, with mothers in the labor force, in 1970 was six million, and today it's over nine million.The fact is that the percent of the nation's children under the age of 18 with both parents working in 1970 was 39%, and today is 64%. So what employers are beginning to recognize and understand is that child care is a matter of maintaining productivity, reducing absenteeism, and recruiting a quality workforce. This isn't just Fortune 500 but all businesses as well. The old stereotype of homemakers making bread is no longer true -now they are bringing it home - as mutual bread winners. This raises a number of very important questions. This evolving status of the family forces employers to take on new responsibility in this area, not because of generosity, but because it is simply good business judgement.

Now that brings us to the third partnership, and that is the role of government and the family. Clearly this is an issue in which there is local, state, and federal responsibility. At the federal government level back in 1965 we spent about $12 million dollars on child care. Now we spend several billions of dollars and need to spend more. The fact is the Title XX block grants, social services, the headstart program, the child care food program, the dependent care program, and the child care tax credit, which is already over two billion dollars, are all a part of the federal commitment to look at the issue of child care. If the ABC bill passes, which I hope it will, it will meet a new and expanded commitment in the area of child care. And frankly, when you think about welfare reform, child care is not a convenience. It's a necessity. The fact of the matter is that those of us on the federal level have got to face up to that fact and give it the same sense of urgency that I felt this morning at 7:15 a.m. So beyond what government can do, what employers can do and what parents themselves can do, I think that it's up to each of us to remember who we are, and why we are on this earth and to realize that the next generation is either going to find meaning and values or it's going in to drift into a no man's land without a sense of history or connectedness to anything but now. And, sometimes, the biggest challenges, in my opinion, are personal. Not that national security of the economy isn't important to a Senator, it is. But, I hope that at the end of the day, the year, the political term, the summing up that is most important is when looking in a mirror, you ask what you have left the next generation: what time you have given; what responsibility you have assumed, what freedom you have ensured - for your own kids, for the down the streets, and for the Lafayette Waltons, too.

Thank you very much.

GOVERNOR THOMAS KEAN
LUNCHEON ADDRESS

Mary, thank you very much. Good afternoon, Mrs. McLaughlin and Senator Bradley. I know the Senator has to leave momentarily because there is an important vote in Washington, but I might just say that today is another example of just how proud we are in the State to be represented by Bill Bradley. And, I might say, how proud I am to be joining all of you: people who care, people who are concerned about children, people who have gathered together to express their mutual concerns. I don't think there could be any better forum than this, for ruminating about raising children. I was thinking, on my way here, of one disclaimer I will always remember, what John Wilmarder, the Earl of Rochester said about childrearing. He said, "Before I got married I had six theories about bringing up children. Now, I have six children and no theories." I suppose I could say that I have half as many children and half as many theories. Let me talk about them for just a minute. I suppose if I had my way and could create the ideal society, I suppose I would create a society where every family would have two parents, and where only one of those parents would have to work. The other parent, of course, would be free to choose whether they wanted to work or whether they wanted to raise the children and also go to work. And there would be enough high quality, safe child care available, so if the family decided to send both parents to work, they could do that. We know that isn't so. That is just not the situation in the world we live in, like it was in the good old days when June Cleaver and Donna Reed were presiding over their homes. Now it is the world of Kate and Allie. It's the world of economic necessity. Consider that just in our state alone - you heard Bill talk about the national statistics - just in our state alone, 60% of the children between the ages of 6 and 13 have mothers who work. Four out of every 10 New Jersey children under the age of six have mothers who bring home a paycheck. Many of these children, as we know, are in single parent households, and yet there really isn't enough child care available. The Department of Youth and Family Services estimates that there are 1,850 child care centers and programs with room for 105,000 children in our State. Now that sounds like a lot until you realize that right now we have three times that number of children with working mothers. By 1990, we expect 450,000 children with working parents.

Now, this causes all sorts of strains, all sorts of problems like the kind that Senator Bradley had this morning in his household, middle class households, upper income households, and certainly poor households all of the time. It creates strains in the work place - as people worry about their children, when perhaps they should be worrying about the particular job that they have to do that particular day. One woman in Newark I heard about had put her name on a waiting list for a child care slot six months after her daughter was born. Well, she got one, but she got one three years later. And, as a single father from Middlesex County wrote, "I never thought that I would be raising my boys alone. I need assistance. I don't know what I would do, or what I could do if somebody wasn't helping us." I know that there are still a few people out there who deny the fact that child care is a question that needs to be answered. I read one article that declared that there wasn't really any child care crisis, another that worried about government's role in child care and used the term "socialized motherhood." When I read that, I couldn't help remembering an anecdote by Abraham Lincoln. Lincoln once asked if the tail was called a leg, how many legs would a sheep have. The fellow replied, "Well then, he had to have five." Lincoln shook his head and replied, "saying that a sheep has five legs would never make it so." Now, saying we have a major child care problem wouldn't make it go away. Winston Churchill once said, "you can't take sides against arithmetic." You can't sit idly by when we all know so well that the problem exists. We can't fail to act now that we know the need.

Remember the book that came out a few years ago called, *Real Men Don't Eat Quiche?* Well, the temptation is sometimes to label child care the "quiche issue." The temptation might be to say that real men and women should not really be involved in this one. We shouldn't care about it as a welfare issue of some type or other; it is not those things. In my mind, the issue as much as anything else revolves around the whole area of competitiveness. That is what we now all have to talk about today if we care about the future of our country.

I began this year by telling the New Jersey legislature they couldn't be insular any more, that if they wanted to prosper, we had to compete - not only against New York and Pennsylvania, but against Taiwan, Japan, Switzerland, Europe, England and all the rest.

By the middle 90's, we will create 100,000 more jobs than we have people to fill them in our State of New Jersey. We can't afford to lose any potential workers. We have to give people the ability to enter the work force. We have to raise children in the atmosphere that gives them the ability to compete in that kind of world. We can't afford to lose the money that these jobs will bring in. Child care is a means for families to make it, and it is a way for New Jersey to make it.

Sitting here, I was thinking about George Billington and what he is doing in the Elizabeth General Medical Center, the child care center for his employees. Do you know what they found in that child care center? Worker attendance is up, morale is up, productivity is up. In Short Hills, Peat, Marwick and Mitchell, found that by purchasing child care services for its accountants during it's busiest tax season, that morale and productivity climbed so much that accountants were even coming in to work on Saturdays. Clearly, there, child care is benefiting parent, child, and employer alike. The question is not whether we need child care. The questions are who should foster child care and how should this be done. We believe that private business is one of the most important actors, if not the most important actor in the entire drama.

There is an old story about the tourist who visited the Grand Canyon. Impressed by its size, the tourist asked the guide how long it took before the canyon assumed that prodigious depth. "Several million years," replied the guide. "Oh!" said the tourist, "that must have been a government job."

Government does not have a reputation for running things very, very well. It does its best work, I feel, when it can start the ball rolling and then move out of the way - to be there to help, but not necessarily to do it itself. And that is what we are trying to do in New Jersey. That is what it is all about. We have created a Child Care Advisory Council to determine the scope of the problem. We have developed a statewide child care referral system to let parents know in every community what child care in available. We have created the Child Care Voucher Pilot projects in Hudson County and in rural areas encompassing seven counties, to test the best way to make sure that the people who need child care the most can get it. At the same time, we have provided aid to help our poorest families afford child care by creating a welfare reform program that is very much like the program Senator Bradley is working on in Washington, a program that emphasizes child care as a means to get parents off welfare and get them back to work. And perhaps most important, we have encouraged private business to create child care. We have lead by example. We have already created three child care centers for our own State employees, and I am proud to say that the private sector - and this conference is a magnificent example - has responded very, very well. We now have nine times the amount of employer supported child care as we did when I first started talking about this in 1982. We know that is great. We also know that is not enough. We are still searching for creative solutions to promote more child care, and I am pleased to see the kind of legislative efforts that are now going on both in Trenton and, of course, in Washington. We are now on the lookout for more ways to encourage the creation of safe and abundant child care by private industry and government. We will do everything we can in government to stimulate those creative juices. State government should provide supervision and standards, and we will do this.

There is a federal problem. The federal government should ensure that our poor and less affluent families have access to child care, but most of all the private sector just simply has to increase its own efforts.

Mark Twain is known as something of a cynic. When asked to respond to a toast to the babies at a dinner honoring President Ulysses S. Grant, Twain replied, "among three or four million cradles now rocking in the land, are some which this nation would preserve for the ages as sacred things, if we could only know which ones they were." Out there, there are millions of children who simply have to be given a chance - the chance to thrive and the chance to grow with parents who need a chance to work, free from worry about them and their opportunities. It is not a question of choosing cradles. They must all be nurtured. And they must all, each and everyone of them in this democracy of ours, be cherished.

When I look around this room I know I am talking to people who are committed to that idea. This room is filled with people who care very, very much about children. I am proud to say the State is helping and will continue to help to do its part.

But I am equally proud today to welcome to our State and to this conference another person who is deeply committed to preserving the future opportunities for our children. That, of course, is the Secretary of Labor, Ann McLaughlin. Just six weeks ago, the Secretary released a very important report on child care. It concluded that child care is a work force issue vital to our future economic health. She has demonstrated that she cares so very much. She has her own McLaughlin group and that's the working mothers of American and their children. She is tirelessly at work to fashion national debate on child care, particularly a flexible, and sensible effective policy. She too is working hard to promote the development of private child care. This is a cabinet member that I personally have the utmost respect for, somebody we can all be so proud of, particularly so as we consider her a product of the State of New Jersey. As we please welcome, the Secretary of Labor!

REMARKS TO
EMPLOYERS IN CHILD CARE
SOMERSET, N.J.
BY
SECRETARY ANN McLAUGHLIN
DEPARTMENT OF LABOR
JUNE 6, 1988

Thank you, Governor Kean. I'm very happy to join you and Senator Bradley today. Not only is New Jersey my home state—but you're also known to have a large proportion of working mothers, and a shrinking labor pool. So we're certainly in the right place at the right time -- and we're talking about the right issue.

I can see, by the kind of crowd that's here, that child care can no longer be considered simply a "women's issue." I'm told that men outnumber women in this audience by about two-and-a-half to one. Not that I've ever met half a man.

That's the odd thing about statistics. If you just torture the data long enough, they will confess anything. Which leads me to a story. At a county fair one year, they were holding an orange-squeezing contest. There were three contestants. The first guy gets up on the platform -- a very muscular fellow -- and he grabs the orange and squeezes out 70 percent of the juice. He turns around, and his shirt says "Rotary Club" on the back. The crowd applauds, politely.

The second guy gets up on the platform -- much more muscular than the first -- and he grabs an orange and squeezes out 95 percent of the juice. He turns around, and his shirt says "Teamsters" on the back. The crowd applauds louder.

Finally, the third guy has to be pushed onto the platform. He's pale and skinny, and his eyes are so bad he can hardly see where he's going. He gets ahold of the orange -- and he squeezes out 130 percent of the juice! The crowd gasps. He turns around, and his shirt says "American League of Statisticians."

Now, I could throw lots of numbers at you about how well the economy is doing lately. Now that I have the Bureau of Labor Statistics behind me, I'm newly enamoured of numbers. But what's more important, I think, is that we look to the future. So even though you spent an hour this morning on the present and future workforce, I think a few of the crucial demographics bear repeating.

In the 1990s, for every new job you offer, six or seven women of all races and nationalities will apply. Only three or four men will appear. And only one of them will be what we've always considered "typical" -- an American-born white male. The other male applicants will be black, hispanic and immigrant. What's more, 70 percent of women in their prime childbearing years are in the workforce. They no longer stay home when they have children -- over half of mothers with children younger than one year hold jobs. All of the demographic trends suggest these are bound to increase.

Our workforce will grow more slowly than at any time since the 1930s. The average age will rise, while the pool of young workers entering the labor market will shrink.

I consider these the critical facts -- you can relax now, I'm done squeezing the orange. And my first conclusion is that you will be competing for talent in an increasingly difficult labor market.

You must come to see the face of your new workforce as it really will present itself. And you must adjust your thinking to deal with the growing work-family conflicts that most certainly will develop -- if they have not already begun to trouble your workforce -- and I imagine they have, or you wouldn't be here.

That trouble is destined for the bottom line. The costs of the distracting conflicts faced by working parents are real, though the data is anecdotal. Child care pays off for those companies providing it. It reduces employee turnover and rates of absenteeism. It lifts employee morale, and loyalty to a firm. And it makes recruitment of new personnel easier.

Taking the broader view, these effects have real implications for the quality of the workforce in this country --and the competitiveness of American products and services. Yet overall employer response is disappointing. And the question is, what's wrong with business?

The child care need is beyond question. Spot shortages of certain kinds of care are showing up across the country, especially in infant, sick child and after-school care. And the demographic changes I've outlined will bring more. But the child care answer is not as obvious as the question.

Parents work during the day and at night; late shift and split shift; four-day weeks and weekends; part-time and periodically; and some just need child care after school. Some want caregivers to be related by blood, or school-based, or church-based, or community based. Or they want care especially for infants, or sick or precocious or troubled children. They want no-nonsense caregivers, "down-on-all-fours" caregivers, snuggly caregivers. And they want caregivers they know will impart their own values.

One expert just told me this week of finding that many parents prefer a caregiver located on the righthand side of the street so they can drive up and drive away easily -- and others specifically want to be sure the caregiver doesn't mind if they are a few minutes late. How can we handle all this?

Well, answers are coming thick and fast. As Tocqueville saw in the 1830s, Americans prize their children. Cities, community organizations, counties, and states are falling over themselves to help parents with their child care problems. And the Federal government -- already helping with almost $7 billion of the cost -- can do still more to feed that enthusiasm and strengthen it.

Let me give you a few examples of real action, literally from one end of the country to another.

A group of imaginative small employers from Portland, Maine, has formed a consortium with the University of Southern Maine to set up an inner-city, open-till-midnight child care center. It opens Labor Day. Each participating employer has agreed to provide an in-kind contribution. So an architectural firm has done the renderings of the building. A real estate firm is handling all the deeds and providing a playground. A local hospital is providing meals daily. They're staffing with child care professionals from the university. A local contractor is even removing the garbage.

In Honolulu, the Mayor told city agencies to make child care happen. And it did. The city got developers to set aside one-acre parcels in new development areas adjacent to Park-n-Ride -- in return for re-zoning. The municipal housing agency floated a bond issue. Health officials did inspections. Fire officials carried out fire inspections. City legal officers bargained with the contractors. And now Honolulu is preparing to help providers qualify for better access to liability insurance.

In New York, the Garment Industry Day Care Center of Chinatown bi-lingually serves 75 children of low-earning Chinese employees at only $10 per week per child. It began at the urging of the International Ladies Garment Workers Union, and is funded by employers, the federal government, and New York City and State.

Lastly, in Orlando, Florida, Community Coordinated Child Care for Central Florida, Inc. is a great example of market response. 4-C offers employers various packages of support services to let the companies provide child care for employees. This includes local information handbooks and counseling on parenting resources, seminars for working parents, and help in finding and arranging for care. A company paying half the care cost for 10 children lays out just $14,300. The 4-C firm is now developing a sick child care package for employers.

With all that good news, you must be wondering what I'm doing here. I'll give it to you straight. Someone once told me: "You can lead a horse to water, but if you can get him to float on his back, you've got something." I've been thinking of that since I began urging business executives to deal with their employees' child care needs. Those otherwise sensible leaders suddenly sound like the horse that's been asked to float on his back. They react as if it is unnatural.

Now, I am an unabashed admirer of American business -- it has made us the most prosperous nation in human history. But I have a memo for the executive suite: it's time to get off the dime.

You have ushered in a new world of the workplace, and you need to remember that it is people who fill it. I believe that working parents would rather rely on you than on the government. Equally important, in an era of labor shortages you will have to rely on them.

I understand corporate concern. Yes, child care costs money. Yes, liability remains a problem. Yes, new benefit packages are difficult to frame. Yes, new programs have to be administered. Yes, employees might be too silent about work and family conflicts. And yes, companies are trying hard to be socially sensitive. And, I'm sorry, but I hear the sound of one hand clapping. Too many employers are making too many excuses.

Employers who are committed to child care have found solutions. The answers are out there, they're getting better, and they're easier to find than they have ever been.

More important, when employers are committed, they don't hesitate. They come to grips with the problem by finding ways to hold the complexities to a tolerable level. That should seem obvious -- it is hard to overlook employer-provided on-site child care doing just fine at more than 25,000 workplaces.

Washington is going to do its part. I just hope that business is not waiting to see if we will do their part, too. Child care is the one issue that can tell us if companies grasp the new work-family reality.

I do not plan to let business off the hook. The child care problem has been emerging in the workplace for a decade, and the excuses are starting to look like cop-outs.

However, I come not to criticize but to enlighten, so I give you my assurance that I would never ask any horse to float on its back. I said Washington would do its part. Now let me outline my thinking about our role.

First, I think that the benefits of having Washington step in and produce a national child care system -- a Federal babysitter -- are virtually nil. That's not the solution. And I think it equally doubtful that the people truly want such a so-called infrastructure. Too many Americans realize that that means government control of their choices for their children. And if they don't realize it, I plan to tell them. You can count on that.

So the real question is, what are the most effective and promising principles upon which we can act.

First, parental choice is our primary goal. Because we see such diverse needs for child care, allowing and encouraging local markets to respond is the best way for supply to meet demand. We should not favor one type of child care over another. And we should not disadvantage those in the private sector who have entered -- or may enter -- the market. Low income families need financial assistance for child care -- it often means the difference between school, work, and welfare. They also need the broadest measure of choice we can give them.

So I believe the right Federal role for low income families would put money in the hands of parents -- not providers. Some form of direct financial assistance to low-income parents would effectively provide them with the choice they need. And vouchers may be just the right vehicle to accomplish that.

To increase the options and choices available to middle class families, regardless of income, we must expand the availability of flexible benefit plans. The Federal government already "spends" $4 billion on the tax credit -- which puts both money and choice into the hands of parents.

The rest is up to employers. And this is where you come in. Employers can and must take more of a lead role in providing their employees with the benefits they need -- particularly child care -- for all of the reasons I've outlined above.

To enable this kind of activity, an important Federal responsibility is to reduce the regulatory and statutory uncertainty that is slowing the market down.

To further stimulate action in the private sector, we should also respond to any real or perceived liability crisis. The first step is to encourage those underwriters that are providing broad coverage at reasonable rates -- and to spread the word that they exist. A further step may be to provide insurance that the market isn't yet ready to offer.

For families of all incomes, information is scarce. To empower parents and provide them with the knowledge they need to make good decisions for themselves and their children, government should stimulate the growth of better information and referral networks.

These services match parents, who have specific needs, with the providers who can meet those needs. Employers can help here, too. Many provide information and referral services for employees at a very low cost.

Information and referral services are in their infancy --but they exist, and they work. Because they help parents ask the right questions, and because they screen providers, they also help upgrade the quality of the market.

Child care is what I call a "signal issue." It tells us that we really do understand the great transformation that is coming in America's worklife. The dividing line between work and family can no longer be so easily drawn.

In fact, to draw that line today is to ensure that both employees and families are besieged by divided loyalties. It is to put both employees and families in a constant and impossible bind.

Whether in discreet moments "borrowed" from work time, or throughout entire careers "borrowed" from family time, it is to force an impossible choice between work and family -- when, in fact, work is for family. Not either, not or: for.

I know I've gotten tough here today. But if we don't get moving, those impossible choices are only going to get tougher tomorrow. Thank you.

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New Jersey Task Force on Employer Supported Child Care

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